## **CLAIMS**

## What is claimed is:

1. A lightfast colorant that is a cinnamate derivative of formula (1) below:

where R' is selected from the group consisting of a halogen atom, a nitro group, a substituted or unsubstituted  $C_1$ - $C_{20}$  alkyl group, a substituted or unsubstituted  $C_1$ - $C_{20}$  alkoxy group, a substituted or unsubstituted  $C_2$ - $C_{20}$  oxycarbonylalkyl group, a substituted or unsubstituted  $C_6$ - $C_{18}$  aryl group, and a substituted or unsubstituted  $C_7$ - $C_{19}$  alkylaryl group; R is selected from the group consisting of a substituted or unsubstituted  $C_1$ - $C_{30}$  alkylene group, a substituted or unsubstituted or unsubstituted  $C_1$ - $C_{30}$  alkenylene group, a substituted or unsubstituted or unsubstituted or unsubstituted or unsubstituted or unsubstituted  $C_6$ - $C_{30}$  arylene group, a substituted or unsubstituted  $C_4$ - $C_{30}$  heteroarylenealkylene group; X is a linker selected from the group consisting of -CONH-, -NHCO-, -COO-, -OCO-, -CO-, -SO<sub>2</sub>-, -SO<sub>3</sub>-, -O-P(=O)(OH)-O-, and -O-P(OH)-O-; and Y is a colorant residue.

- 2. The lightfast colorant of claim 1, wherein said colorant residue Y is a remaining moiety of a dye or a pigment, and the moiety excludes the linker X that binds the colorant and the cinnamate derivative.
  - A lightfast ink composition comprising:
    at least one lightfast colorant,
    wherein the lightfast colorant is a cinnamate derivative of formula (1) below:

$$R'$$
  $CH$   $COO$   $R$   $X$   $Y$  ...(1)

where R' is selected from the group consisting of a halogen atom, a nitro group, a substituted or unsubstituted  $C_1$ - $C_{20}$  alkyl group, a substituted or unsubstituted  $C_1$ - $C_{20}$  alkoxy group, a substituted or unsubstituted  $C_2$ - $C_{20}$  oxycarbonylalkyl group, a substituted or unsubstituted  $C_6$ - $C_{18}$  aryl group, and a substituted or unsubstituted  $C_7$ - $C_{19}$  alkylaryl group; R is selected from the group consisting of a substituted or unsubstituted  $C_1$ - $C_{30}$  alkylene group, a substituted or unsubstituted or unsubstituted or unsubstituted  $C_1$ - $C_{30}$  alkenylene group, a substituted or unsubstituted or un

an aqueous medium.

- 4. The lightfast ink composition of claim 3, wherein an amount of the lightfast colorant is in a range of 1-20 parts by weight with respect to 100 parts by weight of the ink composition.
  - 5. A lightfast ink composition comprising:
    a colorant;
    at least one lightfast colorant,
    wherein the lightfast colorant is a cinnamate derivative of formula (1) below:

$$R'$$
  $CH$   $COO$   $R$   $X$   $Y$  ...(1)

where R' is selected from the group consisting of a halogen atom, a nitro group, a substituted or unsubstituted  $C_1$ - $C_{20}$  alkyl group, a substituted or unsubstituted  $C_1$ - $C_{20}$  alkoxy group, a substituted or unsubstituted  $C_2$ - $C_{20}$  oxycarbonylalkyl group, a substituted or unsubstituted  $C_6$ - $C_{18}$  aryl group, and a substituted or unsubstituted  $C_7$ - $C_{19}$  alkylaryl group; R is selected from the group consisting of a substituted or unsubstituted  $C_1$ - $C_{30}$  alkylene group, a substituted or unsubstituted or unsubstituted  $C_1$ - $C_{30}$  alkenylene group, a substituted or unsubstituted or unsubstituted or unsubstituted or unsubstituted  $C_6$ - $C_{30}$  arylene group, a substituted or unsubstituted  $C_4$ - $C_{30}$  heteroarylene group, and a substituted or unsubstituted  $C_4$ - $C_{30}$  heteroarylenealkylene group; X is a linker selected from the group consisting of -CONH-, -NHCO-, -COO-, -OCO-, -CO-, -SO<sub>2</sub>-, -SO<sub>3</sub>-, -O-P(=O)(OH)-O-, and -O-P(OH)-O-; and Y is a colorant residue; and

an aqueous medium.

- 6. The lightfast ink composition of claim 5, wherein an amount of the colorant is in a range of 1-15 parts by weight, an amount of the lightfast colorant is in a range of 1-15 parts by weight, and a total amount of the colorant and the lightfast colorant is in a range of 2-20 parts by weight, with respect to 100 parts by weight of the lightfast ink composition.
- 7. The lightfast ink composition of claim 3, wherein the aqueous medium is one of: water and a mixture of 5-10% by weight of an organic solvent and 50-95% by weight of water.
- 8. The lightfast ink composition of claim 7, wherein the organic solvent is selected from the group consisting of methyl alcohol, ethyl alcohol, n-propyl alcohol, isopropyl alcohol, n-butyl alcohol, sec-butyl alcohol, t-butyl alcohol, isobutyl alcohol, acetone, methylethyl ketone, diethyl ketone, diacetone alcohol, methyl acetate, ethyl acetate, ethyl lactate, ethylene glycol, diethylene glycol, triethylene glycol, propylene glycol, butylene glycol, 1,4-butane diol, 1,2,4-butane triol, 1,5-pentane diol, 1,2,6-hexane triol, hexylene glycol, glycerol, glycerol ethoxylate, trimethylolpropane ethoxylate, ethylene glycol monomethyl ether, ethylene glycol monomethyl ether, diethylene glycol methyl ether, diethylene glycol ethyl ether, triethylene glycol monomethyl ether, 2-pyrrolidone, N-methyl-2-pyrrolidone, dimethyl sulfoxide, tetramethylene sulfone, and thioglycol.

9. The lightfast ink composition of claim 3, further comprising at least one additive selected from the group consisting of a dispersant, a viscosity adjuster, a surfactant, a storage stabilizer, and a wetting agent, wherein an amount of the at least one additive is in a range of 0.5-40 parts by weight with respect to 100 parts by weight of the lightfast ink composition.

- 10. The lightfast ink composition of claim 5, wherein the aqueous medium is one of: water and a mixture of 5-10% by weight of an organic solvent and 50-95% by weight of water.
- 11. The lightfast ink composition of claim 10, wherein the organic solvent is selected from the group consisting of methyl alcohol, ethyl alcohol, n-propyl alcohol, isopropyl alcohol, n-butyl alcohol, sec-butyl alcohol, t-butyl alcohol, isobutyl alcohol, acetone, methylethyl ketone, diethyl ketone, diacetone alcohol, methyl acetate, ethyl acetate, ethyl lactate, ethylene glycol, diethylene glycol, triethylene glycol, propylene glycol, butylene glycol, 1,4-butane diol, 1,2,4-butane triol, 1,5-pentane diol, 1,2,6-hexane triol, hexylene glycol, glycerol, glycerol ethoxylate, trimethylolpropane ethoxylate, ethylene glycol monomethyl ether, ethylene glycol monomethyl ether, diethylene glycol methyl ether, diethylene glycol ethyl ether, triethylene glycol monomethyl ether, ethylene glycol monomethyl ether, triethylene glycol monomethyl ether, triethylene glycol monomethyl ether, ethylene glycol monomethyl ethe
- 12. The lightfast ink composition of claim 5, further comprising at least one additive selected from the group consisting of a dispersant, a viscosity adjuster, a surfactant, a storage stabilizer, and a wetting agent, wherein an amount of the at least one additive is in a range of 0.5-40 parts by weight with respect to 100 parts by weight of the lightfast ink composition.